



YOUNG PEOPLE
- THE NEW PROMOTERS
OF THE CULTURAL IDENTITY
OF THE CROSS-BORDER REGION

Interreg - IPA CBC 
  CCI 2014TC16I5CB006

Young people – the new promoters of the cultural identity of the cross-border region

Project presentation



This project is co-funded by EU through the Interreg-IPA CBC Programme Bulgaria - North Macedonia



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Project overview

Period of implementation: 13.07.2019 – 12.10.2020

Funding source: INTERREG IPA Cross-border Cooperation Programme between Bulgaria and the Republic of North Macedonia

Priority axis 2: Tourism

Specific objective 2.3: Promoting cooperation among regional actors in the area of sustainable tourism



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Project partners



Lead partner

TOURIST UNION

Strumica, North Macedonia



Project partner

BUSINESS INFORMATION AND CONSULTING CENTRE

Sandanski, Bulgaria

www.bicc-sandanski.org



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Project objectives

- ❖ **Fostering the inclusion and participation of young people in the process of promotion and valorization of the common cultural heritage of the cross-border region.**
- ❖ **Promoting the innovative and creative thinking, networking and modern skills of young people of the cross-border region.**
- ❖ **Establishing innovative tools, activities and projects for promotion and valorization of the common cultural heritage and cultural operators of the cross-border region.**





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Target groups

Cultural and youth organisations

Local authorities

NGOs active in the field of culture, tourism and regional development

Young people aged 16-29 years with interests in the field of culture, local traditions and crafts

Secondary schools of the CB region in Bulgaria and North Macedonia



Main activities (1)

- ❖ Information and publicity campaign - to promote the project, the activities, events and the European funding source among the main target groups of the projects, stakeholders and the population of the target cross-border region in Bulgaria and North Macedonia.
- ❖ Cross-border competition **Sh@re the Cultural Heritage of Your Region.**
- ❖ Youth Cultural Promoters Camps (Level 1) in North Macedonia and Bulgaria.
- ❖ Joint cultural calendar of the cultural events in the cross-border region of Bulgaria and North Macedonia.



Main activities (2)

- ❖ Development of innovative online software for organization and promotion of cultural events.
- ❖ Development and regular update of a web-portal and social media.
- ❖ Production and promotion of short video clips of cultural / youth organizations of the CB region.
- ❖ Youth Cultural Promoters Camp (Level 2) in North Macedonia.
- ❖ Discussion Forum in Strumitsa.
- ❖ Final Conference in Bulgaria.
- ❖ Establishment of Youth Cultural Promoters Network Bulgaria – North Macedonia.



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Expected results

- ❖ Improved awareness of stakeholders on the common cultural heritage, cultural events and organizations of the cross-border region of both countries.
- ❖ Fostered the joint promotion and valorization of the common unique cultural heritage of the cross-border region of both countries.
- ❖ Developed innovative tools, activities and projects for promotion and valorization of the common cultural heritage and cultural operators of the cross-border region.
- ❖ Promoted the inclusion and participation of young people in the process of promotion and valorization of the common cultural heritage of the cross-border region.
- ❖ Fostered and improved the innovative and creative thinking, networking and modern skills of young people of the cross-border region.



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Thank you...

for reading through!

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